



UNIVERSITI TEKNOLOGI MARA

**HUMAN CAPITAL DEVELOPMENT WITH
COMPETITIVE ADVANTAGES FOR UiTM
UNDERGRADUATES IN BANKING
INDUSTRIES**

MOHD SUKRI BIN YAHYA

2011307109

MOHD IKHWAN BIN AZIZ

2011100565

HAMDAN BIN A.WAHAB

2011986143

**FACULTY OF BUSINESS MANAGEMENT
MASTER OF BUSINESS ADMINISTRATION
UNIVERSITI TEKNOLOGI MARA
TERENGGANU**

JANUARY 2014

DECLARATION OF ORIGINAL WORK



MASTER OF BUSINESS ADMINISTRATION
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS TERENGGANU

We, Mohd Sukri Bin Yahya (2011307109), Hamdan Bin A.Wahab (2011986143) and Mohd Ikhwan Bin Aziz (2011100565) hereby declare that:

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ABSTRACT

Nowadays there is many bank in the Malaysia market, they were very competitive in order to sustain and stable in the Malaysia financial market. To continually growth in the market, they must have a strong team which consisted of talented and competitive staffs. The aim of this research is to investigate the relationship between human capital development as measure by knowledge, innovative, creativity and interpersonal skill and the competitive advantage in the banking industries. This research also attempts to examine the most determinant factors that will influence competitive advantage for those who are interested working in banking industries. A question survey was conducted to UiTM Shah Alam (main campus) together with Puncak Alam, UiTM Dungun, Terengganu and UiTM Malacca using mainly quota sampling method. Data were gathered from 709 respondents for hypothesis testing. Descriptive statistic were reported, followed by reliability analysis, Pearson Correlation, T-test, multiple regression, Kruskal Walis, ANOVA and correlation analysis. Finding showed that all of the elements human capital developments have significant relationship with competitive advantage whereby knowledge appears to have the highest strength of correlation. Differences in program among the respondents contribute to the significant of perception toward competitive advantage. Thus, the study suggests that UiTM should upgrade module of study which it can be a one of a main factor that can resolve the said problem. Future research might consider taking other dimensions of competitive advantage suggested by other researchers in order to explore the multiple dimensions of competitive advantage.

Keywords: Competitive advantage, human capital development, knowledge, innovative, creativity, interpersonal skill, banking.